

**Leff's Atlanta Media
Media Advisory Template #2**

Media Advisory

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**Monday: Non-Profit Marches Through Buckhead to Raise Funds to "Help Carry a Kid to Camp"
This Summer**

Metro Atlanta Urban Young Life Seeks \$10,000 to Send 35 Atlanta Students to Inspirational Camp

What: Staff and volunteers with Metro Atlanta Urban Young Life will march through Buckhead to raise money for at-risk Atlanta youth to attend an inspirational summer camp from May 30 – June 6. The "Help Carry a Kid to Camp" effort is seeking to raise \$10,000 to send 35 kids from three Atlanta high schools to the Sharptop Cove camp in Jasper, GA.

The students are from Washington, Carver and McNair high schools in Atlanta. Many are from single family homes that do not have the resources to send their children to summer camps. Attending the camp also keeps the kids in a safe setting for part of their summer break.

When: The Buckhead march begins at 9 a.m. on Monday, May 3, 2010

Where: [name of location] [details of location, cross street, landmark]

Visuals/Interviews: Young Life's Richard Bumpers will lead the march. The group will be dressed as campers and will be carrying camping equipment, including tents, sleeping bags, ropes, etc.

About the Camp: The camping experience allows teens to get away for a week in a relaxing environment with more than 450 other teens and leaders from other cities. They participate in a range of games and other activities, including inspirational youth ministry programs, speakers and skits.

About Young Life: Young Life thinks the world of kids. We believe that they deserve to know what life can hold for them. Young Life leaders are caring adults who come sharing that hope as well as fun and lasting friendships with kids. Young Life is also all about fun. From club and camp to Campaigners and other activities, teenagers will have blast laughing, trying new things and being with their friends.

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